



**City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, May 19, 2015
Fiesta Bowl Museum
7135 E Camelback Rd #190
Scottsdale, Arizona 85251**

Marked Agenda

1. Call to Order/Roll Call -8:02AM

David Scholefield, Chairperson
Ren Hirose, Vice-Chairperson
Camille Hill
Ace Bailey--**8:10AM ARRIVAL**

Linda Dillenbeck
Robert McCreary
Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the March 30, 2015 joint session meeting minutes.

COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE MARCH 30, 2015 JOINT MEETING AS AMENDED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER BAILEY HAD NOT YET ARRIVED.

Commission discussion and recommendation to approve the April 21, 2015 regular meeting minutes.

COMMISSIONER MCCREARY MOVED TO APPROVE THE MINUTES OF THE APRIL 21, 2015 MEETING AS AMENDED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER BAILEY HAD NOT YET ARRIVED AND CHAIRMAN SCHOLEFIELD ABSTAINED.

3. Manager Reports

Staff Contact: Steve Geiogamah, Acting Tourism and Events Director

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

4. FY2015/16 Scottsdale CVB Destination Marketing Program

Commission discussion and possible recommendation regarding the FY 2015/16 Scottsdale CVB Destination Marketing Program and Contractual Performance Measurements.

Rachel Sacco, President/CEO Scottsdale Convention & Visitor's Bureau

Staff Contact: Steve Geiogamah

COMMISSIONER BAILEY MOVED TO APPROVE AS PRESENTED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER DILLENBECK RECUSED HERSELF FROM THIS ITEM.



5. **SCVB Third Quarter Performance Measures Report**

Report update and Commission discussion

Rachel Sacco, Rachel Sacco, President/CEO of the Scottsdale CVB

Staff Contact: Steve Geiogamah

6. **FY 2015/2016 Event Support Funding Programs**

Commission update, discussion and possible action regarding the FY2015/16 Event Support Funding Programs

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO APPROVE THE COMMUNITY EVENT PROGRAM AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

COMMISSIONER BAILEY MOVED TO APPROVE THE MATCHING EVENT ADVERTISING FUNDING PROGRAM AS AMENDED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

COMMISSIONER BAILEY MOVED TO APPROVE THE EVENT VENUE FEE PROGRAM AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER HIROSE MOVED TO APPROVE THE NEW EVENT DEVELOPMENT PROGRAM AS PRESENTED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. **Charles Schwab Cup Tournament Proposal**

Commission discussion and possible recommendation regarding allocation of city bed tax event development funds toward the 2015 and 2016 Charles Schwab Cup Golf Tournament sponsorship proposal.

Presenter: Diane Frisch, Sales Manager and Gerald Goodman, Executive Director, PGA TOUR Charles Schwab Cup Championship

Staff Contact: Steve Geiogamah

COMMISSIONER GRUPP MOVED TO APPROVE FUNDING OF UP TO \$75,000 FUNDING FROM ONE-TIME COMMITMENT FOR 2015 AND UP TO \$75,000 FUNDING FROM ONE-TIME COMMITMENT FOR 2016. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

8. **2016 College Football Championship**

Commission discussion and possible recommendation regarding allocation of city bed tax event development funds toward the 2016 College Football Championship game.

Presenter: Bruce Skinner, Arizona 2016 College Football Championship

Staff Contact: Steve Geiogamah

THIS ITEM WAS REMOVED.

9. **Public Comment**

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

FRENCH THOMPSON, BUSINESS OWNER, SPOKE REGARDING BED TAX AMOUNTS AND RETAIL.



10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

Adjournment -9:52AM

Next scheduled meeting is June 16, 2015

